



Capworth
ENTERPRISE

Ex-Servicemen Entrepreneurship Training

www.capworthtraining.com

About the Programme

This programme prepares ex-service men who still have a long useful life ahead of them even when they retire from service. The Programme is focused on equipping these officers with skills to start and run their own business. The programme offers Ex-service men unique entrepreneurial training designed to engage and equip our Ex-Service men with tools for a bright and rewarding future.

Course details

Duration	10 Weeks		
Location	Date	Costs	
London	Jul 1st - Sept 8th	£	1,995
Abuja	Apr 9th - Jun 16th	N	470,000
Lagos	Jan 15th - Mar 23rd Oct 15th - Dec 14th		470,000
Ghana		\$	1,535
Dubai			2,595



Course Objectives

At the end of the course, you will understand

- Discover their own creative, innovative and entrepreneurial potential
- Develop great ideas into great companies.
- Gain an understanding of financial and accounting principles
- Gain confidence in communication and leadership skills required as well as knowledge of the basic legal requirements to running and growing a business
- Undertake confident communication and presentation skills to pitch your ideas
- Understand how to assess competition and position your company for market success
- Appreciate the essentials of creating and developing a successful business plan that can be used for positioning for financing externally.

Who Should Attend?

The International Entrepreneurship skills Development Programme is for senior officers who wish to develop their business skills and gain a global perspective on starting, growing and investing in a business

Course Modules

- Introduction to Business Strategy
- Founding Team Capabilities - Makings of a Successful Founding Team
- Market Research - Market Sizing & Characteristics Team Presentations
- Discovering your Customer - Customer Relationships, Interview Skills, and Questioning Skills
- Prototyping
- Understanding Accounting
- Business Models - Business Models & Plans
- Pricing - Product Pricing
- Legal and Regulatory framework Legal Basics for Entrepreneurs
- Marketing -
- Sales - Sales Strategies Team Presentations
- Finance & Raising - Funds - Entrepreneurial Finance and fundraising
- Social Media - Harnessing the power
- Social Enterprise



London Office

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